

**CATALYSE in the Kreativ.Quartier Essen**  
**A 3-day Workshop - „Shaking Hans“ project development**

Atelierhaus  
Schützenbahn 19/21  
45127 Essen

**The Programme**  
**Monday, 21 October**

- until 2:00 pm Arrival
- 2:30 pm Welcome speech: Alfons Wafner (Kulturbüro City of Essen)
- 2:45 pm Introduction CATALYSE: Intention and course of the workshop  
Bernd Fesel (ecce)  
Introduction of all partners (Forum d’Avignon, BM-30)
- 3:00 pm Introduction “Shaking Hans”  
Jan Bunse
- 3:15 pm Introduction of the participants
- 4:30 pm Break
- 5:15 pm The *Creative.Quarter* City-North (city of Essen): An example – A model?  
- Strategies of Essen’s city council: Alfons Wafner
- 5:45 pm Tour through the *Creative.Quarter* City-North (city of Essen)  
Guided by Dr. Uwe Schramm (Atelierhaus Essen) and Bernd Fesel (ecce)

6:45 pm End of the tour  
7:00 pm Dinner at Unperfekthaus

## Tuesday, 22 October

9:00 am Welcome words and the concept of “Shaking Hans”

### 9:15 am **Cultural projects and civic participation (project development - stage 1)**

Models of civic participation – How do we reinvent participation?  
Vilim Brezina (project assistant documentation)

Open space session on three topics  
Moderation: Eva Breitbach

Topic 1: Best-Practice and Worst-Practice: A casebook  
Topic 2: Which role do I intent to play: The ideal case  
Topic 3: Brainstorming for Shaking Hans: From sceptic to activist?

11:30 am Break

12:00 am Participation and Urban Development - European project examples  
Cedar Lewisohn (artist, London)

12:30 pm Participation and Urban Development - Example in Essen  
Mural art project “Waende Südost”  
Florian van Rheinberg (Storp9 – Haus für Bildung und Kultur)

1:00 pm Lunch break

### 2:00 pm **„Shaking Hans“ (project development - Stage 2)**

Target groups and objectives  
Measures and priorities

3:50 pm Discussion: plenum and project developer

4:30 pm Break

5:00 pm Visit of the project „Waende Südost“  
Evening programme in Storp 9 – Haus für Bildung und Kultur

9:00 pm End / Return to hotel

### Wednesday, 23 October

9:30 am Welcome words

**9:45 am A test run for „Shaking Hans“ (project development - Stage 3)**  
Debriefing and internal preparation of the presentation  
Documentation

11:00 am Break

11:30 am Presentation and debate with experts and citizens  
Moderation: Bernd Fesel and Eva Breitbach

1:00 pm Lunch break

1:30 pm End of the workshop/Departure

### The CATALYSE concept

The EU-funded project CATALYSE research and action week, conducted by the three partners Forum Avignon, Paris, BM-30, Bilbao, and ecce, Dortmund 2013 and 2014, is a **three-day**, transnational exchange between 30 participants focussing on „trans-sector innovation in urban development through culture and creative industries“.

The so-called RAW (Research & Action Workshop) is conducted by each partner following the Forum d'Avignon Ruhr. The venue of the RAW, which is hosted by ecce **21 to 23 October 2013** in Essen, in City-Nord, will be the Kreativ.Quartier as a physical basis from which a trans-European discussion of European relevance will evolve: how does investment in spillover and/or creative industries impact in urban spaces?

As specified in the CATALYSE application, this question will be addressed by a research study on cultural spillover effects, which was presented at the Forum d'Avignon Ruhr in June 2013. This was followed in June by designing specific spillover projects in four artistic design thinking workshops at the Forum d'Avignon Ruhr, of which one project idea was awarded the price for innovation in culture and creativity by the North Rhine-Westphalian minister of economy, Garrelt

Duin: the project idea titled „Shaking Hans“ was developed by the workshop team around the internationally renowned urban developer Charles Landry and will be discussed and further developed in October 2013 as a practice example for CATALYSE, examining possibilities of implementation in the RAW.

Accordingly, the CATALYSE project also supports FAR’s objective of sustainably unfolding a specific impact beyond the conference. CATALYSE plans to use the cooperation of partners from Spain, France, and Germany to illustrate and explain to cultural stakeholders and citizens in Europe why and how culture is an investment in the activation of regions and cities. Therefore, this project will locally combine research and practice.

### **Workshop in October 2013: „Shaking Hans“**

To advance the project idea „Shaking Hans“, all 40 foreign and domestic spillover participants of FAR will be invited together with local stakeholders and residents of the Kreativ.Quartier in cooperation with the city of Essen: the number of participants is limited to 30.

The Workshop will be led by a moderator and documented by a project assistant.

The Workshop will take place in the studio building, Atelierhaus Schützenbahn, i.e. directly in a place where development occurs through cultural impulses and civic involvement. Furthermore, a cooperation with, and excursion to, the project „Waende Südost“ („Walls South-East“) – an active citizenship project for the creative design of motorways - is planned.

The project idea „Shaking Hans“ will be developed not only for, but together with, the residents of the quarter and experts from all over Europe and the Ruhr district. By inviting citizens to participate in the process of development of „Shaking Hans“ from 21-23 octobere („user-based / open society process“), the first step is already taken to put “Shaking Hans” into practice: by convincing sceptics and people who were never involved, or simply not interested, in urban development and those who opted out of it, to become (re-)involved: „Shaking Hans“ wants to achieve a change of mentality through artistic means – shaking up sceptics and winning over people actively for a Kreativ.Quartier: for these people are the real agents of urban development – without a plan and without funding, the latter being „mere“ stimuli – albeit indispensable – but not sustainable agents of urban development.

The CATALYSE project Workshop „Shaking Hans“ thus builds on a collaborative philosophy and the connection of theory with practice in the workshops of the Forum d’Avignon Ruhr 2013.

### **The results**

Following the Workshop, the concept „Shaking Hans“ will be created for a project covering several

months and involving a broad range of actors, with the aim of supporting the development of urbanity through social innovation using art and the methodology of „Shaking Hans“, the details of which still need to be elaborated in detail. The topic will be target groups, measures, timetables, and budgetary considerations. Although the Workshop „Shaking Hans“ will be taking place in the Kreativ.Quartier Essen, it will not be developed for Essen but as a model that can be used in as many cities as possible.

The project assistant documenting the Workshop will afterwards collate all ideas, proposals, and debates and transform them into a concept which again will be discussed with the participants of the Workshop, Thus a joint project description will be created interactively during the Workshop and afterwards in a co-working process.

